

# Investor Presentation

January - June 2024

GOATHEAD RECORDS



**Create.**

**Pay.**

**Bank.**

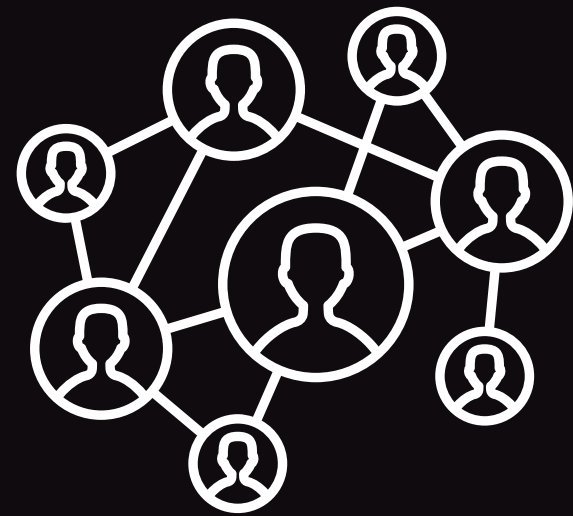
**Realistically!**



# All In One Platform For Music Creators



Music Creation



Market Place



Finance-Banking



# Market Opportunity

## 9.5 Million

Tracks Released By  
Independent Artists in 2020



Spotify will have 50 million creators by  
2025 - Majority Are Independent Artists



50%+ of Instagram Users Identify  
As A Music Creator/Artist

# Navigating the Financing Desert



Major labels are selective to finance new artists.



Banks make it difficult for artists to get loans.

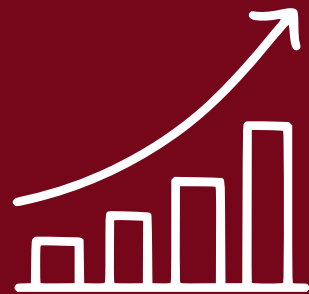


Crowdfunding is limited and does not grant security ROI to investors



# Our Test

By providing artists with the ability to finance their music creation expenses through monthly payments, we have observed a significant increase in our ARPU, with a 369% surge over Q4.



ARPU Has Increased from \$40 to \$1100/track



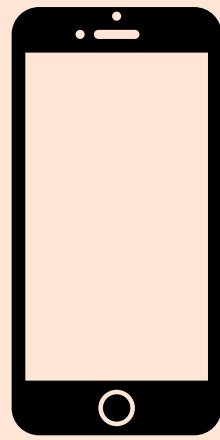
Artists are able to invest on their music easily



Generated Business For Independent Music Professionals



# How It Works



Artist Subscribes to Goathead's Trusted Network of Professionals through a \$6.99 Monthly Payment and Find Dedicated Music Professionals



Goathead Fuel provides prompt funding to artists for music professionals's services, the funding comes with a service fee and APR between 5% to 30% upon financing timeline



The artist pays back to Goathead through a series of convenient financing installments.

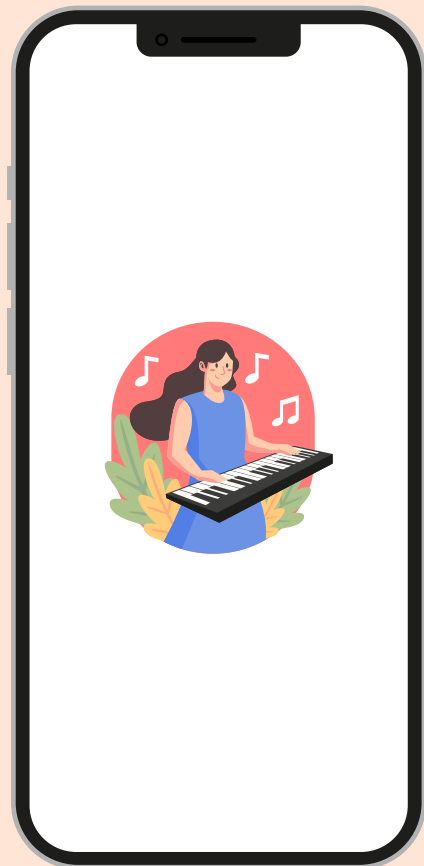
# Building a Sustainable Global Music Economy by creating benefits for artists, music professional and consumers alike.



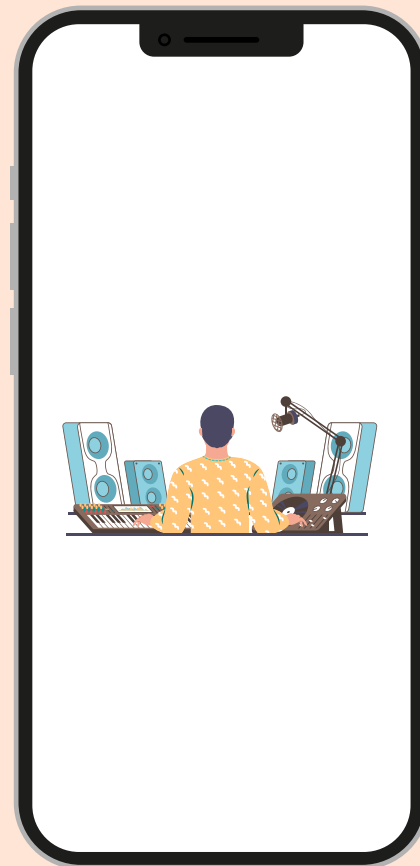


# Building Innovation.

Three ideas to promote sustainability in the music industry.



**Assist artists create and market better music**



**Create business for music professionals**



**Help consumers discover new music**

## Our Goals

- Create an intuitive app that enables our musicians to network, process payments, and access banking services tailored to our music professional services.
- Strengthen our brand partnerships with established record labels, artists, music professionals, and reputable brands.
- Expand our direct-to-consumer (D2C) operations by prioritizing community-building and engagement strategies.
- Leverage AI technology to optimize the music consumption experience and extend artists' reach. Provide options for consumers to directly invest in and support their favorite artists.
- Introduce the "Goathead Credit Card" to facilitate artist purchases in their preferred music stores while simultaneously supporting their music. The cardholders can pay us back for their purchases over time with services fees and APR

Thank you.

